

**METHOD AND SYSTEM FOR TARGETED CONTENT DISTRIBUTION USING
TAGGED DATA STREAMS**

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Abstract of the Disclosure

A method for targeting content to a user based on a user profile and content tags. All content is delivered to the user's computer system. Each unit of content has a tag uniquely identifying a classification of the content. The receiving computer recognizes 10 and evaluates the tags to match the content with a local user profile. The matching content is selected from all the content and displayed. The user profile is a set of data describing the classifications of content that are most appropriate for the user. The profile can be developed based on usage history or demographic information. The user computer system has a tag dictionary that may be updated to correspond to a set of tags 15 utilized by content delivery systems.